

ORDER



| | | | | |
|-------------------|-----------------------------|------------------------------------|--------------------------------|---------------------|
| Orders | Order / Rev: | <u>108150</u> | Primary AE: | <u>Amy McCreary</u> |
| | Alt Order #: | <u>06866655</u> | Sales Office: | <u>BLPHI</u> |
| | Product Desc: | <u>OBAMA SKED B</u> | Sales Region: | <u>National</u> |
| | Estimate: | <u>2189</u> | | |
| | Flight Dates: | <u>10/24/12 - 11/06/12</u> | | |
| | Original Date / Rev: | <u>10/22/12 / 11/12/12</u> | | |
| | Order Type: | <u>GENERAL</u> | | |
| Agency | Name: | <u>GMMB, Inc./ Washington D.C.</u> | Billing Type: | <u>Cash</u> |
| | Buying Contact: | | Billing Calendar: | <u>Broadcast</u> |
| | Billing Contact: | | Billing Cycle: | <u>EOM/EOC</u> |
| | | <u>Washington Harbor</u> | Agency Commission: | <u>15%</u> |
| | | <u>Washington, DC 20007</u> | | |
| Advertiser | Name: | <u>Obama for America</u> | New Business Thru: | |
| | Demographic: | <u>A35+</u> | Order Separation: | <u>00:05:00</u> |
| | Product Codes: | <u>PLC01-Democrat</u> | Advertiser External ID: | |
| | Priority: | <u>SELECT PRIORITY CODE</u> | Agency External ID: | |
| | Revenue Codes: | <u>POLITICAL/AGY, PCAN, GEN</u> | | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 11 | \$11,205.00 | \$9,524.25 |
| 10/29/12 | 11/05/12 | 15 | \$13,155.00 | \$11,181.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 11 | \$11,205.00 | \$9,524.25 | 0.00 |
| November 2012 | 15 | \$13,155.00 | \$11,181.75 | 0.00 |
| Totals | 26 | \$24,360.00 | \$20,706.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 24% | \$24,360.00 |
| Market | 100% | \$101,500.00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 27% | \$27,405.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 25% | \$25,375.00 |
| KTUD | 1% | \$1,015.00 |
| KVVU | 18% | \$18,270.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$5,075.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|---|-------|----------------|---------|-----|-------|-----------|------|-----|------|------------|--------|
| E 1 | KSNV | 10/24/12 | 11/05/12 | NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) | | 4-5pm | MTWTF-- | :30 | 4 | \$725.001 | 0.00 | NM | 8 | \$5,800.00 | |

FIRST NEWS 3 AT FOUR

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 108150
Alt Order #: 06866655
Flight Dates: 10/24/12 - 11/06/12

Advertiser: Obama for America
Product Desc: OBAMA SKED B
Estimate: 2189

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-----------|-------------------|-------------------------|---|-------|-----------------------|------------|-----|-------|-----------------|---------------|---------------|------------|-------------|------------|
| E 1 | KSNV | 10/24/12 | 11/05/12 | NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) | | 4-5pm | MTWTF-- | :30 | 4 | \$725.001 | 0.00 | NM | | 8 | \$5,800.00 |
| FIRST NEWS 3 AT FOUR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/23/12 | 10/29/12 | M-WTF-- | | | 4 | \$725.00 | | | 0.00 | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | 4 | \$725.00 | | | 0.00 | | | | | |
| E 2 | KSNV | 10/25/12 | 11/01/12 | Thurs PR 8-9p CM Thursday Prime 8-9pm | | 8-9pm | ---T--- | :30 | 1 | \$2,400.001 | 0.00 | NM | | 2 | \$4,800.00 |
| THE OFFICE/ PARKS & REC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/22/12 | 10/28/12 | ---T--- | | | 1 | \$2,400.00 | | | 0.00 | | | | | |
| Week: | 10/29/12 | 11/04/12 | ---T--- | | | 1 | \$2,400.00 | | | 0.00 | | | | | |
| E 3 | KSNV | 10/25/12 | 11/01/12 | Thurs PR 9-10p CM Thursday Prime 9-10pm | | 9-10pm | ---T--- | :30 | 1 | \$3,200.001 | 0.00 | NM | | 2 | \$6,400.00 |
| THE OFFICE/ UP ALL NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/22/12 | 10/28/12 | ---T--- | | | 1 | \$3,200.00 | | | 0.00 | | | | | |
| Week: | 10/29/12 | 11/04/12 | ---T--- | | | 1 | \$3,200.00 | | | 0.00 | | | | | |
| E 4 | KSNV | 10/26/12 | 11/02/12 | Fri PR 9-10p CM Friday Prime 9-10pm | | 9-10pm | ----F-- | :30 | 1 | \$2,600.001 | 0.00 | NM | | 2 | \$5,200.00 |
| GRIMM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/22/12 | 10/28/12 | ----F-- | | | 1 | \$2,600.00 | | | 0.00 | | | | | |
| Week: | 10/29/12 | 11/04/12 | ----F-- | | | 1 | \$2,600.00 | | | 0.00 | | | | | |
| E 5 | KSNV | 10/24/12 | 11/05/12 | Late Night w/Fallon CM Late Night w/Fallon | | 1236a-136am | MTWTF-- | :30 | 4 | \$250.001 | 0.00 | NM | | 8 | \$2,000.00 |
| LATE NIGHT W/JIMMY FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/23/12 | 10/29/12 | M-WTF-- | | | 4 | \$250.00 | | | 0.00 | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | 4 | \$250.00 | | | 0.00 | | | | | |
| E 6 | KSNV | 10/24/12 | 11/05/12 | Last Call w/Carson Daly CM Last Call w/Carson Daly | | 136-205am | MTWTF-- | :30 | 4 | \$40.003 | 0.00 | NM | | 4 | \$160.00 |
| LAST CALL WITH CARSON DALY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | 10/23/12 | 10/29/12 | M-WTF-- | | | 4 | \$40.00 | | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | |
| 2 | KSNV | 10/23/12-10/29/12 | Last Call w/Carson Daly | | | 136-205am | | | | M-wThF---- | :30 | (\$40.00) | 0.00 | NM | |
| <i>Unresolved</i> | | | | | | | | | | | | | | | |
| <i>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE</i> | | | | | | | | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | | | 4 | \$40.00 | | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | |
| 5 | KSNV | 10/30/12-11/05/12 | Last Call w/Carson Daly | | | 136-205am | | | | MTwThF---- | :30 | (\$40.00) | 0.00 | NM | |
| <i>Unresolved</i> | | | | | | | | | | | | | | | |
| <i>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE</i> | | | | | | | | | | | | | | | |
| 7 | KSNV | 10/30/12-11/05/12 | Last Call w/Carson Daly | | | 136-205am | | | | MTwThF---- | :30 | (\$40.00) | 0.00 | NM | |
| <i>Unresolved</i> | | | | | | | | | | | | | | | |
| <i>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE</i> | | | | | | | | | | | | | | | |
| 8 | KSNV | 10/30/12-11/05/12 | Last Call w/Carson Daly | | | 136-205am | | | | MTwThF---- | :30 | (\$40.00) | 0.00 | NM | |
| <i>Unresolved</i> | | | | | | | | | | | | | | | |
| <i>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE</i> | | | | | | | | | | | | | | | |

Totals

26

\$24,360.00